

1 of 4

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

RNC - ROMNEY SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	8P-12A	OLY PRIME	:30	\$6,000.00	08/08-08/10	1	1	1	\$6,000.00	
		Buyline Comment: OLY PRIME										
	2	W-F	5P-630P	NEWS	:30	\$1,000.00	08/08-08/10	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
	3	W-F	6A-7A	NEWS	:30	\$700.00	08/08-08/10	6	1	6	\$4,200.00	
		Buyline Comment: NEWS										
	4	M-TU	6A-7A	NEWS	:30	\$700.00	08/13-08/14	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										
	5	M-TU	7A-9A	TODAY	:30	\$1,400.00	08/13-08/14	4	1	4	\$5,600.00	
		Buyline Comment: TODAY										
	6	W-F	7A-9A	TODAY	:30	\$1,400.00	08/08-08/10	6	1	6	\$8,400.00	
		Buyline Comment: TODAY										
	7	M-TU	9A-10A	TODAY II	:30	\$500.00	08/13-08/14	2	1	2	\$1,000.00	
		Buyline Comment: TODAY II										
	8	W-F	9A-4P	OLY DAY	:30	\$1,200.00	08/08-08/10	9	1	9	\$10,800.00	
		Buyline Comment: OLY DAY										
	9	M-TU	10A-11A	TODAY 3	:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
		Buyline Comment: TODAY 3										
	10	M-TU	11A-12P	RR	:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
		Buyline Comment: RR										

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () RNC/ROMNEY FOR PRES
 Product RNC/ROMNEY
 Estimate# 313
 Buyer STEPHANIE KINCAID
 Phone#
 Fax#
 Agency () AMERICAN RAMBLER PRODUCTIONS
 138 CONANT STREET
 BEVERLY, MA 02494
 Agency C/P1/P2/E //313
 Flight Dates 08/08/2012 - 08/14/2012
 Hiatus Weeks
 Rep Firm
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 Salesperson () AMY MCCREARY
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	12P-1230P	NEWS	:30	\$425.00	08/13-08/14	4	1	4	\$1,700.00	
				Buyline Comment: NEWS								
	12	M-TU	1P-2P	DAYS	:30	\$425.00	08/13-08/14	2	1	2	\$850.00	
				Buyline Comment: DAYS								
	13	M-TU	2P-3P	DRS	:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
				Buyline Comment: DRS								
	14	M-TU	3P-4P	PHIL	:30	\$450.00	08/13-08/14	2	1	2	\$900.00	
				Buyline Comment: PHIL								
	15	M-TU	4P-430P	NEWS	:30	\$600.00	08/13-08/14	2	1	2	\$1,200.00	
				Buyline Comment: NEWS								
	16	M-TU	430P-5P	NEWS	:30	\$700.00	08/13-08/14	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	17	M-TU	5P-630P	NEWS	:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
				Buyline Comment: NEWS								
	18	W-F	5P-630P	NEWS	:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
				Buyline Comment: NEWS								
	19	W-F	630P-7P	JEP	:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
				Buyline Comment: JEP								
	20	M-TU	630P-7P	JEP	:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
				Buyline Comment: JEP								
	21	M-TU	7P-730P	WHEEL	:30	\$1,100.00	08/13-08/14	2	1	2	\$2,200.00	
				Buyline Comment: WHEEL								

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	22	W-F	7P-730P	WHEEL	:30	\$1,000.00	08/08-08/10	3	1	3	\$3,000.00	
	Buyline Comment: WHEEL											
	23	W-F	730P-8P	OLY ZONE	:30	\$750.00	08/08-08/10	3	1	3	\$2,250.00	
	Buyline Comment: OLY ZONE											
	24	W-F	12A-1235A	NEWS	:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
	Buyline Comment: NEWS											
	25	SA	9A-6P	OLY DAY	:30	\$1,700.00	08/11-08/11	4	1	4	\$6,800.00	
	Buyline Comment: OLY DAY											
	26	SA	730P-8P	OLY ZONE	:30	\$750.00	08/11-08/11	0	0	0	\$0.00	
	Buyline Comment: OLY ZONE											
	27	SA	8P-12A	PRIME OLY	:30	\$6,000.00	08/11-08/11	2	1	2	\$12,000.00	
	Buyline Comment: PRIME OLY											
	28	SA	12A-1230A	NEWS	:30	\$1,000.00	08/11-08/11	2	1	2	\$2,000.00	
	Buyline Comment: NEWS											
	29	SU	6A-6P	OLY	:30	\$1,700.00	08/12-08/12	4	1	4	\$6,800.00	
	Buyline Comment: OLY											
	30	SU	6P-630P	NEWS	:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	
	Buyline Comment: NEWS											
	31	SU	12A-1230A	NEWS	:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	
	Buyline Comment: NEWS											

—REPORT TOTALS—

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () RNC/ROMNEY FOR PRES
 Product RNC-ROMNEY
 Estimate# 313
 Buyer STEPHANIE KINCAID
 Phone#
 Fax#
 Report Totals: 101 / \$112,850.00

Agency () AMERICAN RAMBLER PRODUCTIONS
 138 CONANT STREET
 BEVERLY, MA 02494
 Agency C/P1/P2/E //313
 Flight Dates 08/08/2012 - 08/14/2012
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---SALES MONTHLY TOTALS---

Aug 12: 101 / \$112,850.00
 Sales Totals: 101 / \$112,850.00
 Station Totals: 101 / \$112,850.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$341,970	CATV 0%	KBIR 0%	KINC 0%	KLAS 30%	KSNV 33%
		KTNV 20%	KTUD 0%	KVCW 1%	KVMY 1%	KVVU 15%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NME ORDER
 EST SHARES

Books JUL12
 Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE